

A426 Quality Bus Corridor

A partnership bid to the Better Bus Area Fund
from Leicestershire County Council and Leicester City Council



Appendix A

1. Project Summary

All proposals must include evidence of real commitment from at least one relevant bus operator which should be demonstrated throughout the proposal. Tick the box to show that you have completed this requirement.

Guidance on the Better Bus Area Fund guidance has been published alongside this application form. The guidance provides useful advice on how to develop and write a successful proposal and should be referred to when filling in this application form.

Applicant Information

Local transport authority name(s)*:

**Leicestershire County Council – lead authority
Leicester City Council**

Senior Responsible Owner name and position:

Ian Drummond, Assistant Director Transportation, Leicestershire County Council

Bid Manager name and position:

Tony Kirk, Sustainable Travel Group Manager

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LE3 8RJ

Website address for published bid: www.leics.gov.uk/bbaf

Section A. Overview

A1 Project name:

A426 Quality Bus Corridor

A2. The Geographical Area:

Leicester and Leicestershire is a discrete Housing Market Area (HMA); meaning that in all the Leicestershire districts the majority of people see Leicester as their principal place of employment and the location of top level services such as hospitals and universities. Central Leicestershire, consisting of Leicester and the surrounding urban area, is the immediate travel to work area having a current population approaching 520,000 people, with an expectation that this will exceed 600,000 residents well before 2026.

The A426 is a key route into Leicester City from Lutterworth and Rugby. The A426 enters the built up area surrounding Leicester, bypasses the village of Blaby, then crosses the Outer Ring Road heading North through the suburbs of the City joining the Inner Ring Road in Leicester City.

As can be seen in the adjacent **Figure 1** there is a substantial amount of commuting between Leicester City and the wards along the route of the A426 and data from the 2001 Census shows that up to 75% of these trips are made by car.

Analysis of the demographic make-up of the wards along the A426 using the DfT's climate change and transport choices segmentation model (July 2011) shows that a high proportion of the residents living within walking and cycling distance of bus stops on this corridor are susceptible to changing their travel behaviour from the car to public transport and/or active modes.

The bid is therefore focused on the urban areas in Central Leicestershire along the A426 corridor.

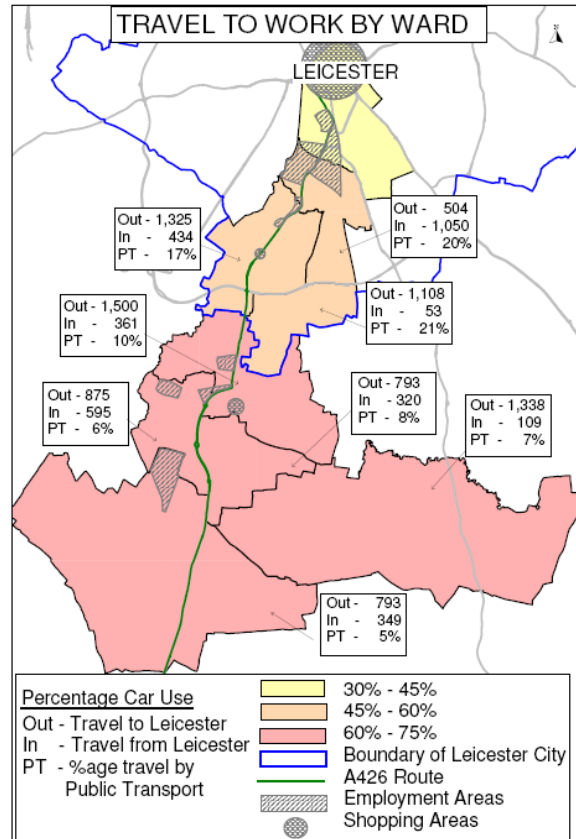


Figure 1 – Daily Travel to Work by Ward

A3. Description of Growth and Carbon Emission Problem:

Rising demand for road space caused by population increases and lack of network capacity has inevitably led to congestion in Leicester City and the surrounding urban area. With an additional 80,400 houses allocated to the HMA, of which nearly half will be built within or adjoining the Leicester Principal Urban Area (PUA), this demand will continue to increase. Economic growth and development in the area are being hampered by a local transport network that suffers from significant peak period congestion problems. Congestion impacts on journey times and journey time reliability on a number of key routes, resulting in negative impacts on the local economy. This reduces business efficiency and discourages inward investment. The A426 corridor has been identified as a congested route.

Traffic flow on the A426 route is often congested at peak times and buses get caught up in the delays. This makes bus services unreliable at the times when reliability is most important - i.e. when people are commuting to work. This is leading to greater use of the car, exacerbating congestion and increasing carbon emissions.

Data has been collected to identify any delays to buses along all radial routes into Leicester since 2007 as part of the urban congestion study. In 2011 the A426 had the worst delays of any radial route into Leicester both in the morning and evening peaks. **Figure 2** below shows the location of the delays along the A426 route inbound in the am peak and outbound in the pm peak.

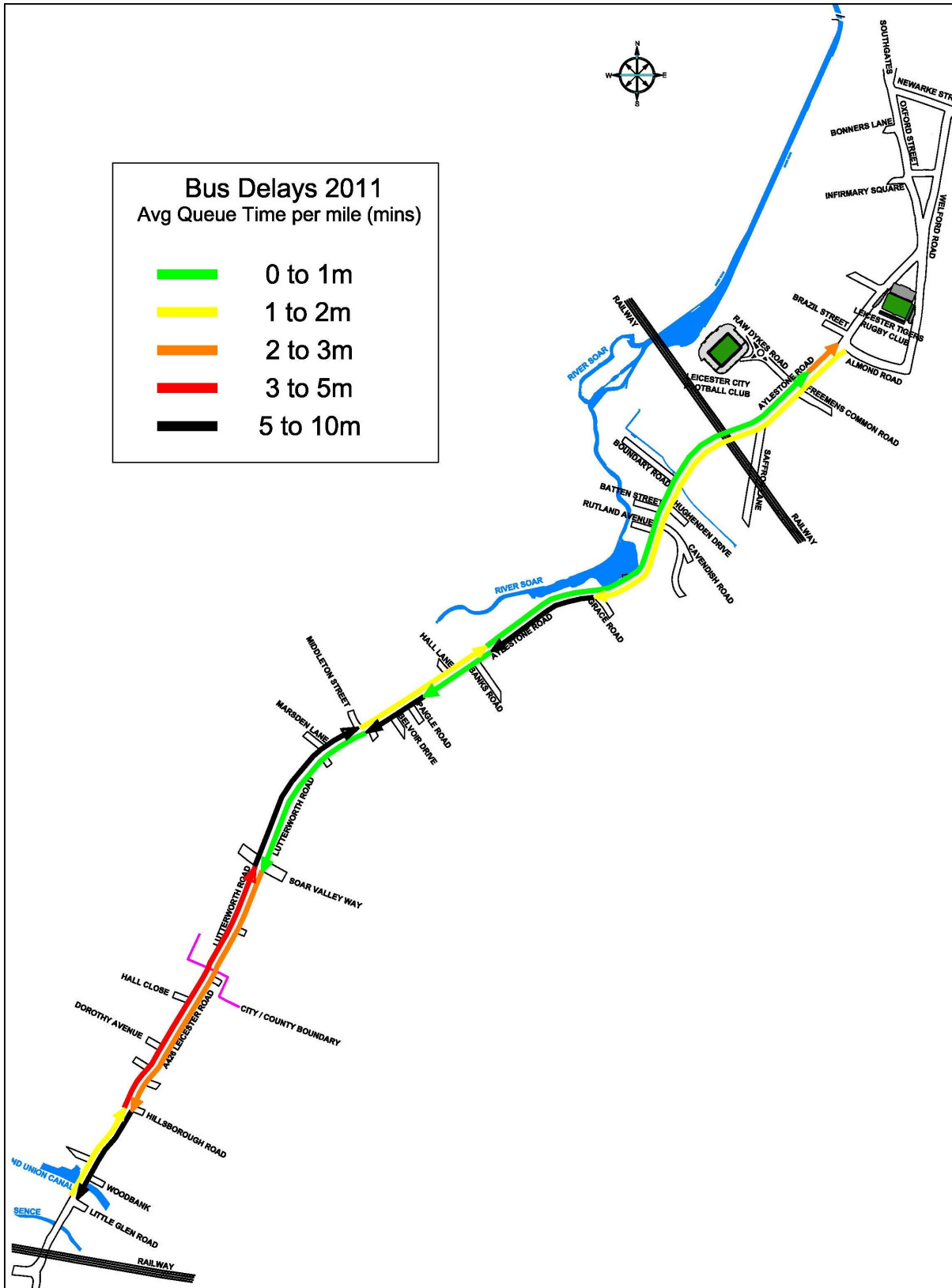


Figure 2 - Bus Delays 2011 Average Queue Time per Mile (Mins)

A4. Description of Proposal:

Our bid package is split into three elements:

Bus Infrastructure Improvements aims to improve bus journey times and reliability by addressing the delays identified in **Section A3**, reducing congestion and hence carbon emissions by implementing:

- Bus lanes to allow buses to bypass congested sections of the A426.
- Bus gates to allow buses to get to the head of the traffic queue at junctions.
- Junction improvements to increase capacity and reduce delays.
- Bus Lane Enforcement to ensure buses are not delayed by misuse of the bus lanes.
- Carriageway and lining maintenance to improve ride quality and enforce existing bus lane legibility.
- Review of bus lane hours of operation

Information and Behaviour Change aims to encourage modal shift to public transport away from the car to reduce congestion and hence carbon emissions by implementing:

- Targeted marketing to areas identified as having higher percentages of residents likely to change their travel behaviour.
- Personalised travel planning focusing primarily on bus measures but also highlighting cycling, walking and car share alternatives.
- Roll out of the Bus Information Strategy to update the route information at all bus stops along the A426, creating a consistent feel along the route.
- Bus stop specific timetables.
- Smart ticketing.
- Access to work grants to improve getting into work and encouraging the use of public transport.

Quality Improvements to Existing Bus Services aims to make public transport more attractive to encourage and sustain modal shift to public transport away from the car to reduce congestion and hence carbon emissions by implementing:

- Further bus stop improvements (*Shelters, seating, lighting etc*) along the route in the County and City.
- The provision of Real Time Passenger Information.
- Refurbished buses.
- Management presence (City Centre Manager)
- Vehicle cleaning – day time cleaning

A4. Total package cost (£m): 4.99

A5. Total DfT funding contribution sought (£m) 2.56

A5. Source of local contribution

Leicestershire County Council	£596,000
Leicester City Council	£1,542,000
Arriva	£290,000

B1 Bus Market in the Local Area

The A426 is a major transport corridor into Leicester city centre, passing through dense residential areas from Blaby onwards. Key services 84, 84a and 85 together provide a 10-minute frequency between Blaby and the city centre via Aylestone. Service 87, operating every 20 minutes, joins the corridor in Aylestone, and further frequent services feed in as other routes converge into the city centre at Freeman's Common and then at the inner ring road at Almond Way.

Buses using the corridor also serve the rural hinterland south of Leicester including Lutterworth, Broughton Astley, Cosby, Whetstone, Countesthorpe, Glen Parva and Alyestone in the City. The area served has a population of 61060 which represents 6.4% of the total population of Leicestershire.

Arriva Midlands is the major operator on the corridor. As a whole around 40% of buses in Leicestershire including Leicester are operated by Arriva Midlands and First Leicester operate around 21%.

Daily congestion on this heavily-trafficked route exacerbates the impact of any delays experienced in the wider local area, reducing reliability while increasing costs and leading to a loss of passenger confidence. It is clear, for example, that a series of major roadworks in South Wigston have led to a demonstrable reduction in usage on Arriva's key services on the corridor: the resultant loss of revenue has forced the company to halve the frequency of service 85 from every 15 minutes to every 30 minutes.

B2 Bus Operator Partnership Information

Bus operator (s) committed to playing a substantive role in delivering the proposals

1. Bus Operator: Arriva – Letter of support Appendix 1
Senior Manager acting as contact: Steve Smith
Contact telephone number: 0116 2640400
Email address: SmithSP.midlands@arriva.co.uk

2. Bus Operator: First – Letter of support Appendix 2
Senior Manager acting as contact: Steve Zanker
Contact telephone number: 0116 2689158
Email address: steve.zanker@firstgroup.com

B2. Bus Partnership Arrangements

All operators using the corridor support the package, but it is Arriva Midlands, as the major operator along its length, which is the active partner in this proposal.

'The proposals put forward for funding will make a big impact to reducing traffic congestion, smoothing out bus flows, facilitating and accommodation of growth in bus usage and making bus travel much more attractive to our customers, both old and new. We will sustain and lock-in the benefits from this package of changes on an on-going basis.'

SL Smith, Area Business Manager Leicestershire, Arriva

'The two bus routes that are directly involved carry over 10% of our total patronage in Leicester, and we believe that this package of measures will have a positive impact for improving the delivery of our services...First is committed to working in close partnership with the local authorities on a number of projects such as developing Smart Ticketing and continued investment in Real Time Passenger Information We also liaise closely to improve the marketing and publicity information throughout the county...'

S Zanker, General Manager, South East and Midlands (UK Bus), First

Appendix A

Supported by the infrastructure elements of the bid, Arriva's contribution to the package will enhance service quality and the customer offer on the corridor. The company will improve the travel experience by:

- allocating newer refurbished buses, equipped for Real Time Passenger Information, to the corridor
- introducing smart ticketing with new fares offers and promotion of multi-journey tickets
- enhanced vehicle cleaning during the working day
- providing extra staff training, including CPC, NVQ, and additional Customer Care
- providing a visible management presence in the city centre, to regulate the services as appropriate
- targeting new marketing initiatives on the corridor, including promotional packs and other initiatives.

The value of these commitments is estimated to be around £290,000. The company will also consider enhancements to daytime, evening and Sunday services on the corridor, subject to future sufficient passenger growth.

The County and City Councils will continue to work with all its partners in the Central Leicestershire Quality Bus Partnership to build on the success of this package.

The City Council also intends to set up a Statutory Quality Bus Contract for the city centre to ensure that all infrastructure improvements continue to be matched by the continued provision of high quality bus services. This builds on the voluntary Quality Bus Partnership that has been in existence for over 10 years.

Detailed Description of Proposal

Section C. Package Details and Rationale

C1. Description of outputs associated with each of the package elements

The **Bus Infrastructure Improvements** are targeted to address the delays identified in **Figure 2** on the A426 corridor, and are aimed at improving bus punctuality and reducing bus journey times (highway improvements). These improvements are shown in **Figure 3** overleaf and comprise:

- 6 new sections of bus lane (some 1500 metres) at various points along the A426 corridor, both inbound and outbound, and leading into the city centre.
- 4 new bus gates to give buses priority at key congested junctions.
- 2 junction improvements at the A426 Lutterworth Rd / Soar Valley Way and the A426 Wigston lane / Middleton Street to increase general capacity and reduce congestion.
- Resurfacing of carriageway and refreshing markings on existing bus lanes.
- Bus lane enforcement on the corridor via 5 modified traffic cameras.
- Review of bus lane hours of operation

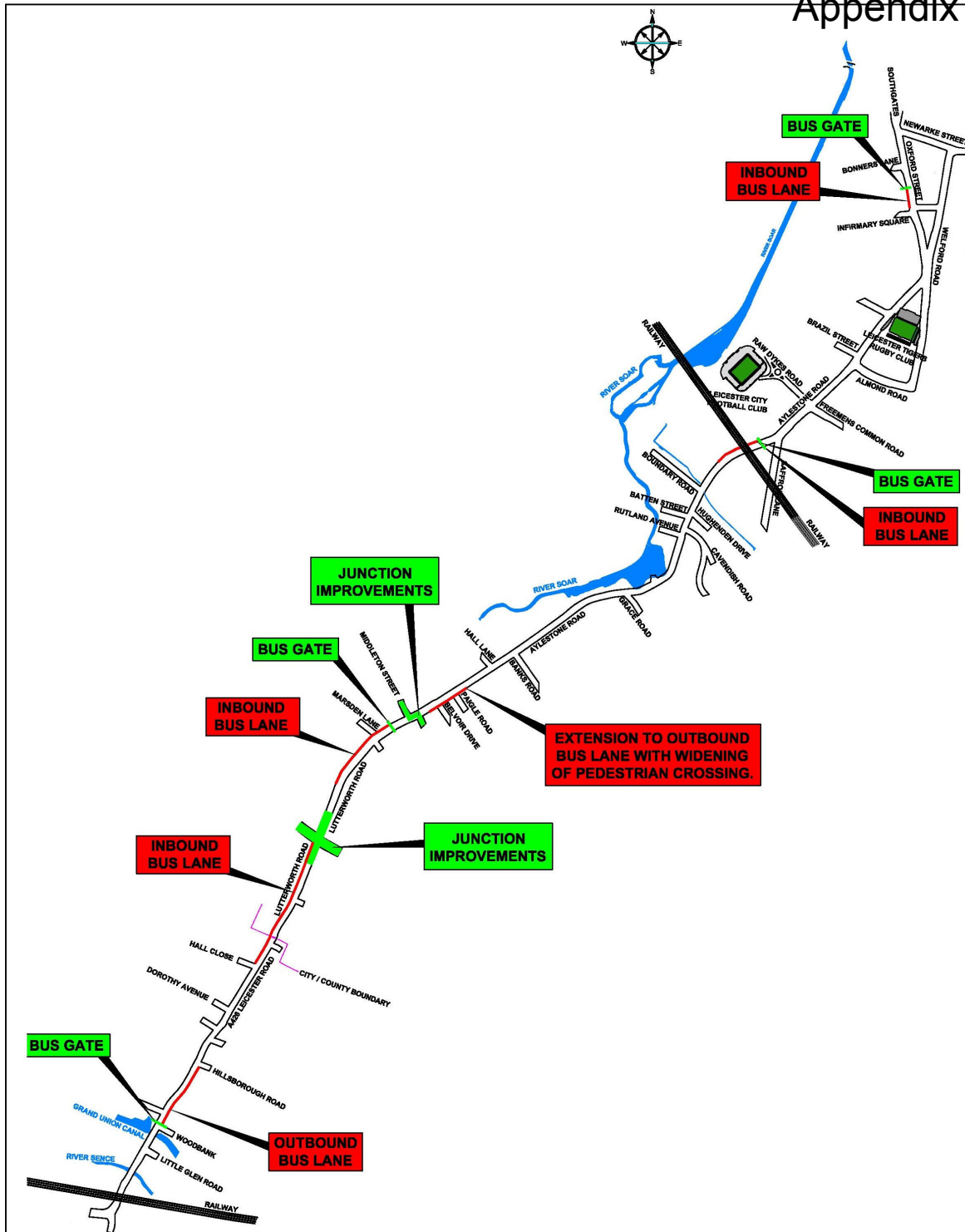


Figure 3 - Bus Infrastructure Improvements

The **Information and Behaviour Change** measures are aimed at primarily encouraging modal shift to public transport by making buses easier and more attractive to use. To gain the most benefit, where appropriate, the measures are targeted to specific areas along the A26 corridor where analysis of the demographic make-up of the wards, using the DfT's climate change and transport choices segmentation model (July 2011), shows a high proportion of the residents living within walking and cycling distance of bus stops are susceptible to the suggestion of change from the car to public transport. These measures

form part of the County Council's Bus Information Strategy (delivered in partnership with the City Council and our local bus company partners), and comprise:

- Intensive information and marketing targeted at the 9 wards that the bus routes pass through.
- Personalised travel planning focusing primarily on bus measures targeted at 10000 households within 500m of A426 route.
- Bus information strategy roll-out – to update the route information at all bus stops along the A426, creating a consistent feel along the route.
- Bus stop specific timetables displayed at all bus stops along the A426 corridor.
- Implementation of smart ticketing on all routes along the A426 corridor.
- Access to work grants.

The **Quality Improvements to Existing Bus Services** measures are targeted at enhancing the bus passenger experience and are aimed at encouraging modal shift to public transport by making buses easier and more attractive to use and comprise:

- Bus stop improvements to 14 bus stops along the route in the County and City.
- Newly refurbished buses on routes 84, 84a & 85.
- Real time passenger information at 79 stops along A426 corridor.
- New City Centre Manager.
- Enhanced vehicle cleaning on routes 84, 84a & 85.

C2. Rationale for the measures

Our proposed package of measures has been developed from previous bus route improvement proposals and consultations on the A426 corridor. The last consultation was undertaken in December 2009. Unfortunately these A426 corridor bus route improvements were never funded due to the impact of in year budget reductions required as a result of the current economic climate.

Notwithstanding the above we have resisted the temptation to repackage the proposed 2009 scheme. We have comprehensively reviewed the evidence and reviewed previous consultation feedback. As previously described in **Section A3**, data has been collected to identify any delays to buses along all radial routes into Leicester since 2007 and in 2011 the A426 had the worst delays of any radial route into Leicester both in the morning and evening peaks.

Utilising this methodology we refined and targeted only the improvements and initiatives that have clear and measurable benefits. Each element of our package has been evaluated, in light of the latest evidence, with regard to both deliverability and cost/benefit. The selected measures were then independently analysed by Aecom. We are therefore confident that we are proposing an effective and robust package of measures as can be seen in **Section D**.

Each individual measure is targeted and has merit in its own right; however the three elements of the bid package detailed in **Section C1** interlink and mutually support each other to deliver a comprehensive package of measures aimed at making buses easier and more attractive to use and thereby increasing bus patronage.

Overall our bid package will deliver:

- Reduced and more predictable journey times and improved reliability for buses.
- Increased bus patronage as a result of the journey time improvements, quality improvements, information provision and marketing.
- Reduced congestion as a result of the junction improvements and mode shift to public transport.
- Reductions in carbon emissions as a result of the reduced congestion.
- Benefits to the businesses of better journey time reliability for both employees and delivery vehicles.
- Improved access to work and training.

The individual measures within the three package elements will contribute and compliment each other as follows:

Element 1 - Bus Infrastructure Improvements

Bus Lanes / Bus Gates and Enforcement

People have repeatedly told us that the speed and reliability of bus services needs to be improved to make them more attractive. Having identified delays and congestion points on the A426 corridor we are proposing a series of new bus lanes, new bus gates and the introduction of enforcement cameras on the corridor and the route into the city centre which will combine to provide:

- Improved bus journey reliability.
- Reduced bus journey times.
- Encouragement for commuters to choose more environmentally friendly forms of travel.
- Reduced congestion and pollution.

Both Leicester City Council and Leicestershire County Council consider that a bus lane enforcement scheme on the A426 is a key element in delivering effective sustainable transport solutions. This will contribute to the wider objectives of both authorities public transport policy, economic objectives and carbon reduction strategy. The scheme will significantly reduce the number of private motorists illegally using the bus lanes and that will therefore reduce congestion for buses, thus leading to improved reliability and punctuality that will enhance the attractiveness of public transport to potential users. The reduction in congestion should also result in an overall reduction in harmful emissions leading to an overall improvement in air quality.

Junction improvements

The measures at A426 Lutterworth Road / Soar Valley Way and A426 Wigston Lane / Middleton Street have been designed to increase capacity and reduce congestion. These improvements have focused on improving bus journey time reliability and thereby aiding passenger confidence in the services. The improvements are expected to benefit all vehicles.

Carriageway maintenance and refreshed markings on existing bus lanes

These proposals will improve ride quality and improve existing bus lane legibility. This will also allow the whole corridor to be treated to the same high quality as the new works. A review of bus lane operation will look at the optimum availability of bus lanes.

Element 2 - Information and Behaviour Change

Personalised Travel Planning

Using the DfT's transport choices segmentation model data, we will target areas along the A426 corridor with the right socio-economic characteristics to deliver maximum shift to sustainable modes of transport. The programme will focus on the origin and destination of journeys, with capacity built in to work with employers, job centres, colleges and schools to deliver PTP. Scheme delivery will be based on the DfT Practitioner's Guide (Nov 2008) and our own experience of delivering PTP schemes. In September 2011 we delivered a pilot scheme in Loughborough which saw an overall 6% shift away from car use and a 14% change in travel behaviour.

Targeted marketing, route information and bus stop specific timetables

The success of the Sustainable Travel Demonstration Towns highlights the importance of providing sustainable travel information to people in a co-ordinated way. Anecdotal evidence shows that residents are often unaware of the types of travel options available to them. We will implement these measures using our existing "Choose how you move" message aiming to deliver improved information and the tools for behaviour change. This will focus primarily on the bus offer but also highlight alternatives such as cycling, walking and car share.

Smart ticketing

The fund will enable us to introduce smart ticketing along the A426 corridor, building on Leicester City Council's newly developed ITSO smart ticketing solution. This will act as a template for rolling the system out along other radial routes into Leicester City. The use of smart ticketing will reduce boarding times.

Access to Work Grants

This will build on our existing pilot project and Leicester City Council's Travel Aid scheme which provides subsidised bus fares for people attending job interviews, training or in the first few weeks of employment. It will improve access and promote the use of public transport when going to work and training.

All these measures are aimed at making buses easier and more attractive to use and thereby increasing bus patronage.

Element 3 - *Quality Improvements to Existing Bus Services*

Real Time Bus Passenger Information

A real time passenger information (RTPI) system has been identified as a key development in encouraging passenger confidence by providing accurate departure and arrival times that enabling travellers to better plan their journeys and thus make better use of their time.

The RTPI scheme in Leicester and Leicestershire has the backing of all the key stakeholders. The advantages of the system are:

- Public transport users get data effectively at the point of need.
- Data can be made directly available to passengers at their desk, over the internet, or through a mobile device using SMS services or WAP.
- Information will also be publicly displayed at key points to encourage further take up of public transport.
- It increases public transport usage and so reduces the existing heavy reliance on private vehicles.

Bus shelter renewal and maintenance programme including level access at stops

Installation of bus shelters and raised access kerbs makes waiting and boarding easier, while the appropriate use of bus stop clearways ensures buses can access stops properly. Poles and flags advertise the service at the stop, and litter bins improve the immediate environment for users and non-users alike.

This element also includes newer / refurbished buses, vehicle cleaning during the day, staff training, Customer Care and a City Centre Manager. All these measures will enhance the bus passenger experience and are aimed at making buses easier and more attractive to use and thereby increasing bus patronage.

Section D. Value for Money

D1. Baseline and Projections for Intermediate Measures

Quantitative analysis of the impact and outcomes

Assessed Benefits

Based on the estimated direct impacts on travel time and quality (**Section E**) and estimated demand responses (discussed later in this section) we have quantified benefits as summarised in **Table 1** below.

Measure (and approach)	PVB £m (2002 prices, discounted to 2002)		
	Business	Consumer	Total
Bus improvements (WebTAG 3.5.3)	2.6	14.8	17.4
Decongestion (WebTAG 3.5.3/3.9.5)#	0.2	2.6	2.8
Noise (WebTAG 3.9.5)			0.1
Local Air Quality (WebTAG 3.9.5)			0.3
Carbon (WebTAG 3.9.5)			0.2
Accidents (WebTAG 3.9.5)			2.0
Reliability (WebTAG 3.9.7*)	0.1	0.2	0.4
Indirect Tax (WebTAG 3.9.5)			-1.6
Additional Fare revenue			5.6
Developer Contributions			-0.1
Total Quantified Benefits			27.0

Table 1 - Summary of Quantified Benefits

Note: * estimated applying ratio of congestion and reliability related impacts assessed for schemes in other corridors.

combines estimated reduction of traffic in corridor (£8m) with allowance for additional half minute delay for traffic along the corridor (-£6m).

Costs

The costs of implementing the package are summarised in **Table 2** below.

Package Costs, £m	2012/13	2013/14	Total, discounted to 2002, 2002 prices
Public funding	£1.28	£4.43	£2.28
Private funding	£0.00	£0.28	£0.13

Table 2 - Summary of the Package Costs

We have applied an optimism bias of 1.6, implying that our quantified estimate of benefits is £27.0m and public sector costs are £3.6m. Furthermore, our assessment of unquantified impacts is that these would generally be positive. Overall therefore we conclude that the benefit cost ratio for the package is over 7 implying that the package would deliver high value for money.

Key Sources of Uncertainty

The benefits are, predominantly, associated with the bus journey time and quality improvements. The main risks associated with our assumptions are summarised in **Table 3** below.

Risk	Discussion	Uncertainty
Delivery constraints may limit length of bus lanes	This would reduce the extent to which the improvements would allow busses to pass queued traffic, reducing time savings.	If half time savings were delivered, total bus improvements would reduce by about 20%
Perception of bus quality improvements	Delivery and local perception variations could result in greater or smaller impact	Total bus improvements may vary: ±20%
Understatement of benefits for short (inner) bus journeys	The full time savings have only been conservatively applied to passengers making longer journeys who would benefit from the journey time savings. No consideration has been given to the benefits of quality and frequency improvements for passengers making short journeys within inner Leicester.	Total bus improvements and revenues could increase by over 50%
Extent of modal change	Greater or smaller scale of increased demand would affect revenues	Bus revenue: ±30%
Effect of package on other traffic	Arrangements would potentially benefit (junction improvements) and could also reduce junction capacity causing delay.	1 minute change in delay would have benefits or disbenefits values at about £10m

Table 3 - Summary of Main Risks Associated with Assumptions

Treating these risks as independent, in combination, we would judge that our estimate of benefits has been estimated to a confidence range of about $\pm 40\%$. Even at the lower end of the range the BCR for the package would be above 4.6, giving high confidence that the package would deliver high value for money.

Source of Quantified Impacts

Interpretation of Demand Impacts

Given timescales available, the approach taken was to review two analogous examples of corridor improvements, rather than modelling the A426 improvements in detail.

	A6, London Road	A607, Melton Road
Evidence Source	Before and after study of comparable bus route improvements introduced in May 2006	Transport model forecasts representing testing potential of introducing a tram line
Public Transport Improvements	Bus lane and gate provision delivering 3.5 minute reduction in bus travel time. Quality improvement to bus shelters and information provision valued at equivalent to about 2 minutes. Net improvement: 5-6 minutes	Typical generalised cost for journey along corridor was represented as reducing by 7 generalised minutes.
Public Transport Demand Impacts	Passenger counts on route 31/31A showed 26% increase.	Public transport trips increased by 800 per day (each way), representing a 35% increase in public transport use along the corridor.
Traffic Impacts	Traffic reductions of up to 8% between 2002 and 2006. Typical regional growth 2% over 4 years for similar roads ¹ . Net reduction: about 5%	Approximately 2/3 of public transport trips forecast to divert from car and rest from active modes. Allowing for occupancy the ~400 fewer car vehicle trips represents a reduction of about 4% of traffic in the corridor

Table 4 - Summary of Analogous Corridor Improvements

The following **Table 5** summarises the effect of the package that is described further in **Section E**.

Improvement (equivalent minutes of travel time)	Inbound			Outbound		
	AM	IP	PM	AM	IP	PM
Journey time	6	3	5	2	1	1
Quality	3	3	3	3	3	3
Total	9	6	8	5	4	6

Table 5 - Summary of the Effects of the Package

The scale of improvements assessed for the A426 is similar to our examples. We might reasonably expect, therefore, an increase of between 20% and 40% in bus patronage as a result of the package, proportionately larger than our examples. Similarly, reference to our examples might suggest that traffic flows along the corridor might reduce by about 5% as a result of the package.

We verified the consistency of these demand estimates as follows.

Counts towards the south of the corridor record daily bus passenger flow of 1800 and 5700 cars. A 30% increase in public transport use, the mid-point of our estimated range would thus comprise 540 passengers. Assuming, as we observed in the model test that two thirds of these transfer from car, and allowing for average car occupancy², this would represent a reduction of 240 vehicles, or 4% of the traffic flow.

¹ Regional Transport Statistics, DfT

² WebTAG 3.5.6

Other Assumptions Used for Appraisal

The following assumptions were made to estimate bus related benefits:

- 3.56% of bus trips are business related, source: 2009 Leicestershire household survey.
- The annualisation factor for the 12 hour weekday flows was 300.
- The Leicester and Leicestershire Integrated Transport Model (LLITM) model flows were used to estimate demand outbound from Leicester in the corridor (about 85% of inbound flow for the 7am – 7 pm period).
- An average yield of £1 per passenger was assumed to calculate revenue.
- Modelled bus passenger demand forecasts are for annual growth of 0.3% per annum between 2011 and 2026.

For the estimate of traffic related impacts

- traffic kilometrage within 500m of the A426 corridor, some 25,000 vehicle km per hour, were extracted from the LLITM traffic model 2016 and 2026 forecasts by congestion band;
- a 2% reduction in traffic was assumed across the area; traffic on the A426 represents about 40% of the total; and
- annualisation factors were based on Leicester traffic count data.

D2. Non-quantifiable benefits

Overall we would judge the non-quantifiable benefits to be positive as summarised in **Table 6** below.

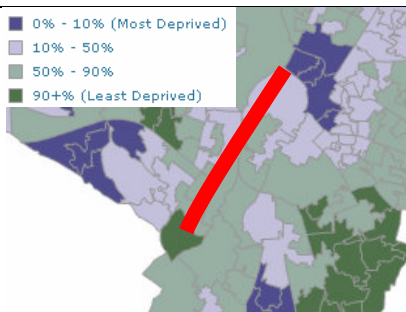
Impacts		Assessment
Economy	Regeneration	<p>The corridor (illustrated in red) does not serve areas of multiple social deprivation.</p> <p>The regeneration impacts are therefore assessed as neutral.</p> 
	Wider Impacts	<p>Timescales have precluded a formal assessment of the proposal using the land use and transport model. Appraisals undertaken of transport improvements in Loughborough and Coalville which have indicated that wider impacts could be of comparable magnitude to the economic benefits assessed for transport users.</p> <p>Wider Impacts are assessed as being positive.</p>
Environment	Landscape	<p>The schemes represent minor alterations to junction layouts and widening of the A426 within the existing highway boundary. The widening does not require the removal of trees or impact on any areas of environmental interest. The existing drainage system is able to accommodate the runoff from the small amount of additional carriageway.</p> <p>These environmental impacts are therefore assessed as slightly adverse</p>
	Townscape	
	Heritage of Historic Resources	
	Biodiversity	
	Water Environment	
Social and Distributional		<p>Improvements to bus services along the corridor will improve access for the lower income, non car owning households along the route. The scheme would also improve accessibility for passengers with disabilities, pushchairs and buggies through provision of raised kerbs at bus stops.</p>

Table 6 - Summary of Non-quantifiable Benefits

E1. Evidence for the predictions identified above.

Interpretation of Direct Impacts

The proposed measures and our interpretation of their effects are summarised below.

Changes in Bus Travel Time

Annual monitoring data, illustrated in **Figure 2**, exhibits a consistent pattern of delays along the A426. Analysis of the journey time between Little Glen Road to the south and Welford Road near the town centre demonstrates that average bus speeds are reduced from about 25kph (where there are no congestion related delays) to 12kph (inbound in the morning peak). Detailed analysis shows that much of the delay occurs in traffic queues approaching junctions at Glenhills Way, Middleton Street, Saffron Lane inbound and also approaching Little Glen Road outbound.

The proposal includes provision of bus lanes and gates that would be designed to eliminate these delays. We summarise below in **Table 7** the proposed measures, the delays observed and our estimate (in parenthesis) of the time savings that the measure would deliver. Our estimate reflects judgement on the residual delays where bus gates cannot be provided and, in the morning peak inbound to Glenhills Way on the queuing that may still occur before the start of the bus lane.

Works proposed and location:	Inbound			Outbound		
	AM	IP	PM	AM	IP	PM
Road widening for outbound bus lane from Hillsborough Road to Little Glen Road, with bus gate.				83 (83)	34 (34)	88 (88)
Road widening to provide inbound bus lane approaching Glenhills Way junction	263 (210)	115 (100)	184 (160)			
Provision of inbound bus lane, with bus gate, at approach to Middleton Street, extension of outbound bus lane from Paigle Road and Junction Improvements, reducing delays approaching Middleton Street/ Wigston Lane.	104 (104)	39 (39)	68 (68)	37 (30)	33 (27)	82 (65)
Provision of bus lane and bus gate inbound approaching Saffron Lane	18 (18)	49 (49)	53 (53)			
Extension of bus lane and bus gate at Oxford street to improve access to Newarke Street	18 (7)	1 (1)	0 (0)			
Estimated improvement in bus time	339	189	281	113	61	153

Table 7 – Delay in seconds, due to traffic congestion (average 2008-2011)

We have, in addition, reviewed the before and after monitoring evidence³, from comparable improvements that were made along the A6, London Road, in May 2006. The reduction in journey time achieved by comparable measures over a similar length of route was 217 seconds, averaged between 7 am and 7 pm. This is comparable with our estimates for the A426 corridor, indicating that the scale of improvements can be achieved.

Car Travel Time

The measures proposed involve provision of additional capacity to allow buses to travel past queuing traffic, and would not, therefore be expected to have a direct impact on car travel times. Indeed the junction improvements would reduce delays at some junctions.

Evidence available from the A6 London Road improvements shows the effects on peak journey times. A 195 second reduction in average car journey time inbound was recorded in the morning peak, and 140 second increase in average car journey time in the evening peak. There was also a slight increase in the

³ London Road Corridor Improvement Scheme, Before and After Study

outbound car journey times of 8 seconds (morning) and 26 seconds (evening). It should be noted that this evidence was collected before the introduction of SCOOT which is not part of the A426 proposal.

Based on this evidence we have assumed that the package may have a slight impact on car journey times with delays increasing by up to 30 seconds for travel along the route.

Perceived Quality of Bus Services

In addition to the provision of raised kerbs to provide improved access for the disabled, the proposal includes a number of measures to improve the quality of service provision along the route. We have applied available research evidence⁴ to interpreted passenger perception of these improvements as summarised in **Table 8** below to value the quality improvements, conservatively, as equivalent to 3 minutes journey time saving.

Improvement	Interpretation	Value (minutes)
Printed Timetables customised for each stop	Improved quality of information, but value assessed at less than 0.5 minutes per trip	<0.5
Bus shelter improvements	Affects small proportion, as many already improved, hence average value per trip less than 0.5 minutes	<0.5
Bus service quality	Refurbishment of bus fleet improving quality of service and customer experience	<0.5
Smart ticketing	Providing flexibility of payment method / reduced boarding time	1.4
RTPI	Provision of real time passenger information	1.7
Total		~3 minutes

Table 8 – Summary of passenger perception journey time saving

Waiting Time

Arriva, who operate services on route 84 and 85, are considering investment in additional vehicles to increase frequency of their services from 6 to 8 buses an hour. While they have indicated that they would undertake this in response to an increase in demand on the corridor, this is not committed as part of the bid and we have not, therefore, allowed for reductions in waiting time or increases in bus operating costs in assessing the value for money of the bid.

E2. Proposed monitoring (Monitoring information will be published at www.leics.gov.uk/bbaf)

All measures within the bid package will be monitored to ensure that planned delivery dates are achieved. It is important to assess the success of a number of the measures individually especially in the **Information and Behaviour Change** and **Quality Improvements to Existing Bus Services** elements. This will be done using data from annual customer satisfaction surveys, feedback from Personalised Travel Planning and the numbers of marketing offers and initiatives such as fare offers and discounts that are redeemed by residents.

In order to monitor the overall benefit of the bid package the key indicators in **Table 9** below will be used in conjunction with planned LTP3 and LSTF monitoring should the bid be successful.

Highway network statistics	1. Total vehicle kilometres	2. Average vehicle speed
Public Transport statistics	3. Average queue time per mile (mins) for buses	4. Bus patronage
Changing travel behaviour on the journey to work	5. Number of commuting trips and modal share: - Highway / PT / Active	
Changing travel behaviour generally	4. Total number of trips, trip length and modal share: - Highway / PT / Active	
Accessibility	5. Working age people with access to employment by public transport and other specified modes	
Perception-based indicators	6. Satisfaction with local bus services	
Environment	7. Carbon emissions from road transport	

Table 9 – Key Indicators to be Monitored

⁴ <http://assets.dft.gov.uk/publications/role-of-soft-factors-in-the-bus-market-in-england/report.pdf>

Section F. Delivery and Costs

Appendix A

F1. Package Costs

Proposal Element 1: <i>Bus Infrastructure Improvements</i>	£(K)	2012-13	2013-14
Inbound bus lane (Dorothy Avenue to Soar Valley Way with junction improvements)	Revenue	-	-
	Capital	183	517
	Local Contribution	167	660
Outbound bus lane (Hillsborough Road bus stop to Woodbank with bus gate)	Revenue	-	-
	Capital	534	100
	Local Contribution	-	-
Inbound bus lane on approach to Middleton Street with bus gate	Revenue	-	-
	Capital	161	-
	Local Contribution	-	-
Inbound bus lane on approach to Saffron Lane with bus gate	Revenue	-	-
	Capital	39.5	-
	Local Contribution	-	-
Extension of outbound bus lane at Paigle Road with removal of pedestrian crossing build out	Revenue	-	-
	Capital	-	69.7
	Local Contribution	-	-
Inbound bus lane on approach to Bonners Lane with bus gate on Oxford Street	Revenue	-	-
	Capital	102	-
	Local Contribution	-	-
Middleton Street/Wigston Lane junction improvements	Revenue	-	-
	Capital	-	112
	Local Contribution	-	-
Carriageway resurfacing along A426 corridor in City	Revenue	-	-
	Capital	-	-
	Local Contribution	200	567
Bus lane enforcement on the corridor via 5 modified traffic cameras	Revenue	-	-
	Capital	-	235
	Local Contribution	-	-
Proposal Element 2: <i>Information and Behaviour Change</i>	£(K)	2012-13	2013-14
Personalised travel planning targeted at 10000 households within 500m of A426 route	Revenue	-	150
	Capital	-	-
	Local Contribution	-	-
Access to work grants	Revenue	10	10
	Capital	-	-
	Local Contribution	-	-
Intensive information and marketing targeted at the 9 wards that the bus routes pass through	Revenue	-	20
	Capital	-	-
	Local Contribution	-	10
Bus information strategy roll-out – to update the route information at all bus stops along the A426, creating a consistent feel along the route	Revenue	-	47.9
	Capital	-	-
	Local Contribution	-	19.8
Bus stop specific timetables displayed at all bus stops along the A426 corridor	Revenue	-	47.4
	Capital	-	-
	Local contribution	-	-
Implementation of smart ticketing on all routes along the A426 corridor	Revenue	5	30
	Capital	20	-
	Local Contribution	-	-

Proposal Element 3: Quality Improvements to Bus Services	£(K)	2012-13	2013-14
Bus stop improvements to 14 bus stops	Revenue	-	-
	Capital	-	35.9
	Local Contribution	-	25
Refurbish all buses on routes 84, 84a & 85	Revenue	-	-
	Capital	-	-
	Local Contribution	-	240
Real time passenger information at 79 stops along A426 corridor	Revenue	-	-
	Capital	-	132.7
	Local Contribution	390	110
New City Centre Manager	Revenue	-	-
	Capital	-	-
	Local Contribution	-	25
Enhanced vehicle cleaning on routes 84, 84a & 85	Revenue	-	-
	Capital	-	-
	Local Contribution	-	15
Grand Total funding sought	Revenue	15	305.3
	Capital	1039.5	1202.3
Grand Total including local contribution	Revenue	15	375.1
	Capital	1796.5	2804.3

Table 10 – Package costs

F2. Timetable for Delivery and Risks

	Planned delivery date	Risks
Proposal Element 1 Bus Infrastructure Improvements		
Inbound bus lane (Dorothy Avenue to Soar Valley Way with junction improvements)	By August 2013	Public consultation required in short timescale
Outbound bus lane (Hillsborough Road bus stop to Woodbank with bus gate)	By April 2013	Implementation of Traffic Regulation Orders required in short timescale
Inbound bus lane on approach to Middleton Street with bus gate	By February 2013	
Inbound bus Lane on approach to Saffron Lane with a bus gate	By May 2013	Programme over-run
Extension of outbound bus lane at Paigle Road with removal of pedestrian crossing build out	By May 2013	Statutory Undertakers over-run
Inbound bus lane on approach to Bonners Lane with bus gate on Oxford Street	By September 2013	
Middleton Street/Wigston Lane junction improvements	By August 2013	
Carriageway resurfacing along A426 corridor in City	By September 2013	Programme over-run
Bus lane enforcement on the corridor via 5 modified traffic cameras	By September 2013	Low risk not quantified

Proposal Element 2 Information and Behaviour Change		
Personalised travel planning targeted at 10000 households within 500m of A426 route	September - October 2013	The public may not respond as expected to the information provided
Access to work grants	April 2012 – March 2014	Low risk not quantified
Intensive information and marketing targeted at the 9 wards that the bus routes pass through	April 2013 – March 2014	The public may not respond as expected to the information provided
Bus information strategy roll-out – to update the route information at all bus stops along the A426, creating a consistent feel along the route	April 2013 – March 2014	Low risk not quantified
Bus stop specific timetables displayed at all bus stops along the A426 corridor	April 2013 – March 2014	Low risk not quantified
Implementation of smart ticketing on all routes along the A426 corridor	By September 2013	Low risk not quantified
Proposal Element 3: Quality Improvements to Bus Services		
Bus stop improvements to 14 bus stops	By September 2013	Programme over-run
Refurbish all buses on routes 84, 84a & 85	By September 2013	Low risk not quantified
Real time passenger information at 79 stops along A426 corridor	By September 2013	Programme over-run
New City Centre Manager	By September 2013	Unable to recruit
Enhanced vehicle cleaning on routes 84, 84a & 85	By September 2013	Low risk not quantified

Table 11 – Timetable for delivery and risks

F3. Management Arrangements

Leicestershire is in an excellent position to deliver the BBAF package in partnership with Leicester City Council (Letter of support Appendix 3). We have a history of strong delivery and partnership working. For example, our two park and ride sites in Enderby and Birstall were constructed and are managed in partnership with Leicester City Council.

As can be seen in **Figure 4**, the management of the BBAF delivery will be incorporated into the existing LTP3 management structure. The delivery board will include Leicester City Council officers and take strategic decisions using PRINCE2 project management exception reporting methods.

Implementation of the elements has been an important consideration during the development of the bid package. The potential resource requirements and procurement routes have been assessed and where possible existing delivery processes will be utilised such as the Bus Information Strategy Service Level Agreement and joint procurement with Leicester City's LSTF project. The measures that comprise the bid package will be delivered in conjunction with Leicester City. We will also use the existing Midlands Highway Alliance partnerships (which we led the creation of) as additional resource where appropriate.

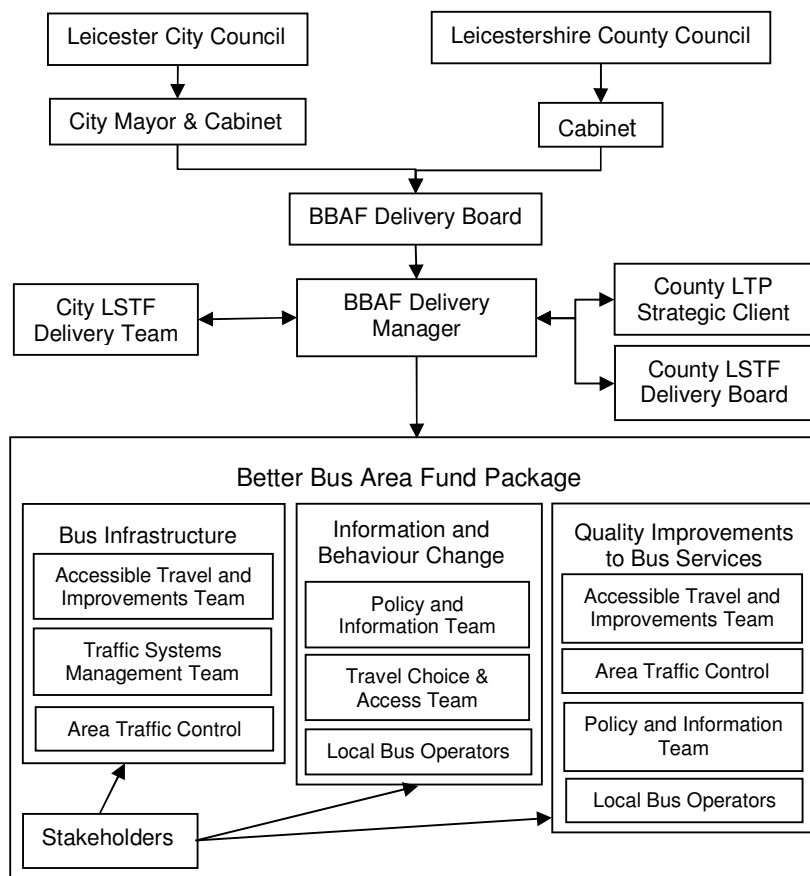


Figure 4 - Governance Structure

F4. Financial sustainability

The aim of the package is to deliver a long lasting modal shift to public transport on the corridor well beyond the end of the Fund period. We have therefore carefully constructed the package to minimise the need for ongoing support funding. It is expected that the high profile success of this package could help to maximise benefits from similar investment on other key corridors within central Leicestershire, enhancing value for money and contributing towards a more widespread cultural change. We believe that valuable lessons will be learned and shared about future investment of this nature.

Measures in the **Information and Behaviour Change** element will be promoted under our existing sustainable transport brand “Choose how you move”. This will help to reinforce the key messages of the brand, raising its profile with the public and embedding the principle of sustainable travel in the county and city.

During the BBAF bid package delivery we will be developing best practice to inform future working on other bus corridors across the county, providing a programme legacy for the rest of the LTP3 period (2011-2026).

The results obtained from the benefits analysis have provided us with robust evidence, including realistic but challenging targets and outcomes. The evidence that we have utilised during the development of the BBAF bid will be used to help inform the development of future projects.

Proposal Element 1 – Bus Infrastructure Improvements

Once established, the capital schemes within the bid package will only require funding for necessary maintenance. Our approach to whole of asset life costing will ensure this is minimised.

The enforcement measures for bus lanes are expected to be self financing with Nottingham City Council providing the 'back office function' (reviewing evidence, processing Penalty Charge Notice / Notice to Owner and Traffic Penalty Tribunal preparation and bailiff action) under the Local Government Act on a fee per capture basis.

We will also consider the use of route branding with Arriva, maximising the higher profile as a flagship quality bus corridor in the county.

Proposal Element 2 – Information and Behaviour Change

Once implemented the Bus Information Strategy will only require further funding for updates to travel information, timetables etc. Maintenance costs will therefore be minimal. The strategy will be extended across central Leicestershire and the rest of the county as part of the best practice learning from the delivery of this bid if successful.

The public transport services that operate along the A426 corridor will receive targeted promotion during the second year of funding following the completion of capital works. This will encourage greater levels of patronage potentially allowing a frequency uplift on the corridor.

The Access to Work Grants is an expansion of the existing scheme and will be delivered jointly with Leicester City Council alongside their Travel Aid scheme which permits residents who are registered as unemployed with the Jobcentre to be able to travel at half fare on local bus services in Leicester and Leicestershire. These schemes will continue in their existing form after the end of the bid period.

Proposal Element 3 – Quality Improvements to Existing Bus Services

Once implemented the quality improvements will require minimal local authority funding. The bulk of the quality improvements are being funded through the local bus operator. The expected increased patronage and consequent revenue increase expected as a result of the bid package will ensure that the quality improvements will be sustainable in the medium to long term.

F5. Financial Impact on Bus Operators

Arriva have undertaken a replacement programme for the existing buses used on the main A426 routes (84, 84a & 85) with newer refurbished buses. Additionally they have offered: during the day cleaning, departure management, marketing and promotion as part of this bid. This element of the package costs are described in Section F1. Proposed elements total £290,000 in the bid period.

We expect to see a 10% – 14% increase in bus patronage at 12 months after the completion of the infrastructure improvements, implementation of the softer measures and quality improvements to the bus services along the A426.

F6. Additionality

The A426 corridor was a high priority in Leicestershire's LTP2 and is now recognised as required in LTP3. The BBAF provides the opportunity to resolve the issues detailed in section A3, making the route more attractive for existing and potential bus passengers whilst improving general access for pedestrians, cyclists and other vehicles. A successful bid will allow the delivery of these corridor improvements 3 years earlier than currently envisaged in the LTP3 implementation plan.

The evidence and proposals from 2009 have been revisited to establish the elements that are necessary in order to achieve the goals of increasing bus occupancy, freeing up valuable road space and reducing carbon emissions. The proposals outlined in this bid are those that we believe would meet the above objectives whilst providing the best value for money.

Original scheme just Bus Infrastructure improvements but the BBAF funding if successful will allow the delivery of softer measures to increase the benefits achievable with the infrastructure improvements alone.

Section G. Fit with the Local Sustainable Transport Fund

G1. Fit with other bids, including the Local Sustainable Transport Fund and Green Bus Fund.

Measures from Leicestershire's Smarter Travel for Business LSTF bid have been included in BBAF bid package also. These include elements of the Public Transport Information Strategy, such as:

- Bus stop specific information
- Intensive information provision
- Smart ticketing

Dependant on the success of Leicestershire's LSTF bid, aspects of the LSTF bid package such as Travel Portal & mobile phone app will be utilised to enhance the BBAF bid. Should the LSTF bid be unsuccessful in achieving funding these measure will still be rolled out, but at a much later date.

As the geographical areas of both bids are separate there is no other cross over other than the above.

Leicester's Fit 4 Business (F4B) Programme has been awarded by DfT in Tranche 1 of Local Sustainable Transport fund. Leicester's Fit 4 Business (F4B) Programme works with businesses and communities to nudge and enable people to travel to work by low carbon and active transport.

Our BBAF bid focuses on bus improvements on the A426, a major transport corridor, adjacent to Leicester City Council's identified LSTF target area. Leicester's successful LSTF package of measures will support and complement objectives of our BBAF bid and vice-versa. Our BBAF bid includes work to improve the frequency and reliability of bus services and times into and out of the city centre. This will complement the 'Needs of Business' strand of the F4B Programme.

Appendices

1. Supporting letter from Arriva
2. Supporting letter from First
3. Supporting letter from Leicester City Council
4. Supporting letter from Leicester & Leicestershire Enterprise Partnership



23rd February 2012

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8A-10B, 11A
Thurmaston
Leicester
LE4 8BT

Telephone: 0116 264 0400
Fax: 0116 260 5605
www.arrivabus.co.uk

Mr Ian Drummond
Assistant Director Environment and Transport,
Leicestershire County Council
Glenfield
Leicestershire
LE3 8RJ

Dear Sir,

Better Bus Area Fund – A426 Corridor bid

We have been experiencing increasing levels of traffic congestion for some years along the A426 corridor. This congestion impacts adversely on passenger journey times, bus punctuality and the overall bus passenger experience. The current road layout and junctions in certain areas of Aylestone village are not good as they can significantly delay the progress of buses.

We experience delays in the following areas:

- A426 / Soar Valley Way junction
- A426 / Middleton Street junction
- Oxford Street (on our route approaching the city centre)

We enthusiastically support the bid proposals put forward by the Council. We believe that this package of measures will have a very positive impact by delivering:

- Reduced and more predictable journey times and improved reliability for buses
- Increased bus patronage as a result of the journey time improvements, quality improvements, information provision and marketing
- Reduced congestion as a result of the junction improvements and modal shift to public transport
- Reductions in carbon emissions as a result of the reduced congestion
- Benefits to the businesses of better journey time reliability for both employees and vehicles
- Improved access to work and training

Appendix A

The problems will not go away without a substantial investment in the infrastructure provision to support and increase bus use.

Providing bus services along the A426 corridor and into the city centre is a key element of our future business and marketing plans and we intend supporting the Better Bus Area public transport interventions by providing –

- Management/ controller presence in Leicester City Centre
- Newer vehicles
- Vehicle cleaning –sweep offs between journeys
- Promotional fare offers
- Training to staff – corridor/ Leicester specific
- Marketing and publicity initiatives
- Smart ticketing
- Real Time Passenger Information through the use of TGX technology

The proposals put forward for funding will make a big impact to reducing traffic congestion, smoothing out bus flows, facilitating and accommodation of growth in bus usage and making bus travel much more attractive to our customers, both old and new. We will sustain and lock-in the benefits from this package of changes on an on-going basis. A safer environment will also result, particularly for pedestrians and cyclists.

Yours faithfully



S. P. Smith

Area Business Manager Leicestershire

Mr Ian Drummond
 Assistant Director Environment and Transport,
 Leicestershire County Council
 Leicestershire County Council
 Glenfield
 Leicestershire
 LE3 8RJ

Abbey Lane
 Leicester LE4 0DA
 Tel: 0116 268 9150
 Fax: 0116 268 9198

Dear Ian,

Better Bus Area Fund – A426 Corridor bid

First operates two services that are directly affected by the increasing levels of bus congestion on the A426 corridor. Both of these services are fully commercial, high frequency, and operate throughout the week, including evenings and Sundays.

Passenger journey times and bus punctuality are currently difficult to predict in the Oxford Street area, on the approach to the City Centre, and we therefore fully support the bid proposals put forward by the Council.

The two bus routes that are directly involved, carry over 10% of our total patronage in Leicester, and we believe that this package of measures will have a very positive impact for improving the delivery of our services.

A substantial investment in the infrastructure provision will vastly improve the reliability of all bus services on the A426 corridor in addition to realising reductions in carbon emissions through reduced congestion.

First is committed to working in close partnership with the local authorities on a number of projects such as developing Smart Ticketing and continued investment in Real Time Passenger Information. We also liaise closely to improve the marketing and publicity information throughout the county ensuring a coordinated approach to communicate with the travelling public.

The proposals put forward for funding will make a big impact to reducing bus congestion, smoothing out bus flows, facilitating and accommodation of growth in bus usage and making bus travel much more attractive to our customers, both old and new. We will sustain and lock-in the benefits from this package of changes on an on-going basis. A safer environment will also result, particularly for pedestrians and cyclists.

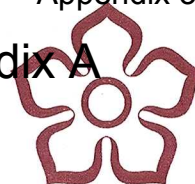
Yours sincerely



Steve Zanker
 General Manager
 South East and Midlands (UK Bus)

Please ask for: Councillor Rory Palmer
Direct Line: 0116 2526011
Our Ref: 546rplt
Date: 22 February 2012

Appendix A



Leicester
City Council

Ian Drummond
Assistant Director
Environment and Transport
Leicestershire County Council
Glenfield
Leicestershire
LE3 8RJ

Dear Mr Drummond,

Leicester City Council is pleased to support Leicestershire County Council's bid to the Better Bus Area Fund. The A426 is a major transport corridor crossing into the city's administrative area, and we have been closely involved in the development of the bid.

The bid package is split into three themes

- Bus infrastructure improvements
- Information and behaviour change
- Quality improvements to existing bus services

We believe that the bid focuses on the need to make bus travel attractive, by ensuring the buses are frequent, reliable and punctual. This in turn will increase bus occupancy, achieving modal shift freeing up valuable road space and reducing carbon emissions.

The blend of soft measures combined with infrastructure improvements in the bid will enable positive progress to be made towards a sustainable transport network.

We have a long history of successful partnership working and joint delivery with the County such as; sustainable travel initiatives including cycle training, personalised travel planning and safer routes work.

We are confident that together we can make a difference to sustainable travel across Leicester and Leicestershire. We look forward to hearing about the success of the bid and working in partnership with Leicestershire County Council to support the delivery of this programme.

Yours sincerely

RORY PALMER

Deputy City Mayor and Cabinet Member for Transport & Climate Change

OFFICE OF THE DEPUTY CITY MAYOR
Rory Palmer

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tel 0116 2527312

email admin@llep.org.uk

web www.llep.org.uk

23rd February 2012

Dear Mr Drummond,

Better Bus Area Fund – Leicestershire County Council

Leicester & Leicestershire Enterprise Partnership (LLEP) welcome and fully endorse this bid.

The A426 is a major transport corridor into the Leicester city and the project is needed to reduce congestion and provide for growth in passenger numbers to support businesses and jobs. These problems will not go away without a substantial investment in the infrastructure provision to support bus use. This situation will only become worse with planned growth.

We believe that these proposals will deliver significant improvements to public transport in the area. The package measures includes infrastructure improvements combined with soft measures that will improve bus journey time reliability, particularly at peak commuting hours, and thereby make bus travel more attractive. This in turn will increase bus occupancy, achieving modal shift freeing up valuable road space and reducing carbon emissions.

We enthusiastically support the 'Better Bus Area Fund' bid proposals put forward by the Leicestershire County Council in partnership with Leicester City Council and the local bus operators.

The bid proposal provides an opportunity to promote public transport, enhance connectivity between residential and commercial areas, bringing new businesses and creating jobs.

Together as partners and joint stakeholders we will work closely with Leicestershire County Council and Leicester City Council to deliver this major public transport project successfully.

Yours sincerely



Andrew Bacon
Chairman